

15. COMMENTS BY CITY COUNCIL MEMBERS ON NON-AGENDA ITEMS

- a) Council Member Hitchcock extended her thanks to Information Systems Manager Helmle for setting her e-mail to be routed directly to her residence, thereby expediting her ability to communicate on line.

Ms. Hitchcock also complimented Council Member Pennino on his fine work for our community as the City of Lodi representative on the San Joaquin County of Governments.

- b) City Manager Flynn introduced Public Works Director Prima, who premiered the new Pre-Train Amtrak Bus Signs for upcoming bus service from Lodi to the Stockton Amtrak Station. Mr. Prima also mentioned the notoriety of the bottled water idea, stating he would like to see this happen in the future. The program would make Lodi's bottled water available to staff and Council, and possibly to local service clubs and events as a promotional tool to increase awareness of water conservation and water quality issues.



16. CLOSED SESSION

None.

17. ADJOURNMENT

There being no further business to come before the City Council, the meeting was adjourned at approximately 9:08 p.m.

ATTEST:

Jacqueline L. Taylor  
Interim City Clerk



Community water System of Greers Ferry, Arkansas is offering bottles of water as a public relations tool, using the name "Break Fluid." These bottles contain the exact same water that CWS serves to approximately 17,000 households and businesses throughout North Central Arkansas. With the increasing popularity of bottled water, this seems to be an ideal

method of improving utility visibility and creating a greater awareness of the exceptional quality of water rural utilities offer.

To easily customize this idea for your own utility, you might try using the QOT logo along with your own logo. Local schools and charitable organizations can be provided free water which they can sell or distribute. All proceeds go to the charity, creating revenue for them and publicity for you. You might try passing your water out at civic club meetings and other special events or using it to alert customers of upcoming service stoppages or other news. Use your imagination!

# *PR in a bottle*

*Just add water!*